

Fig. 1A

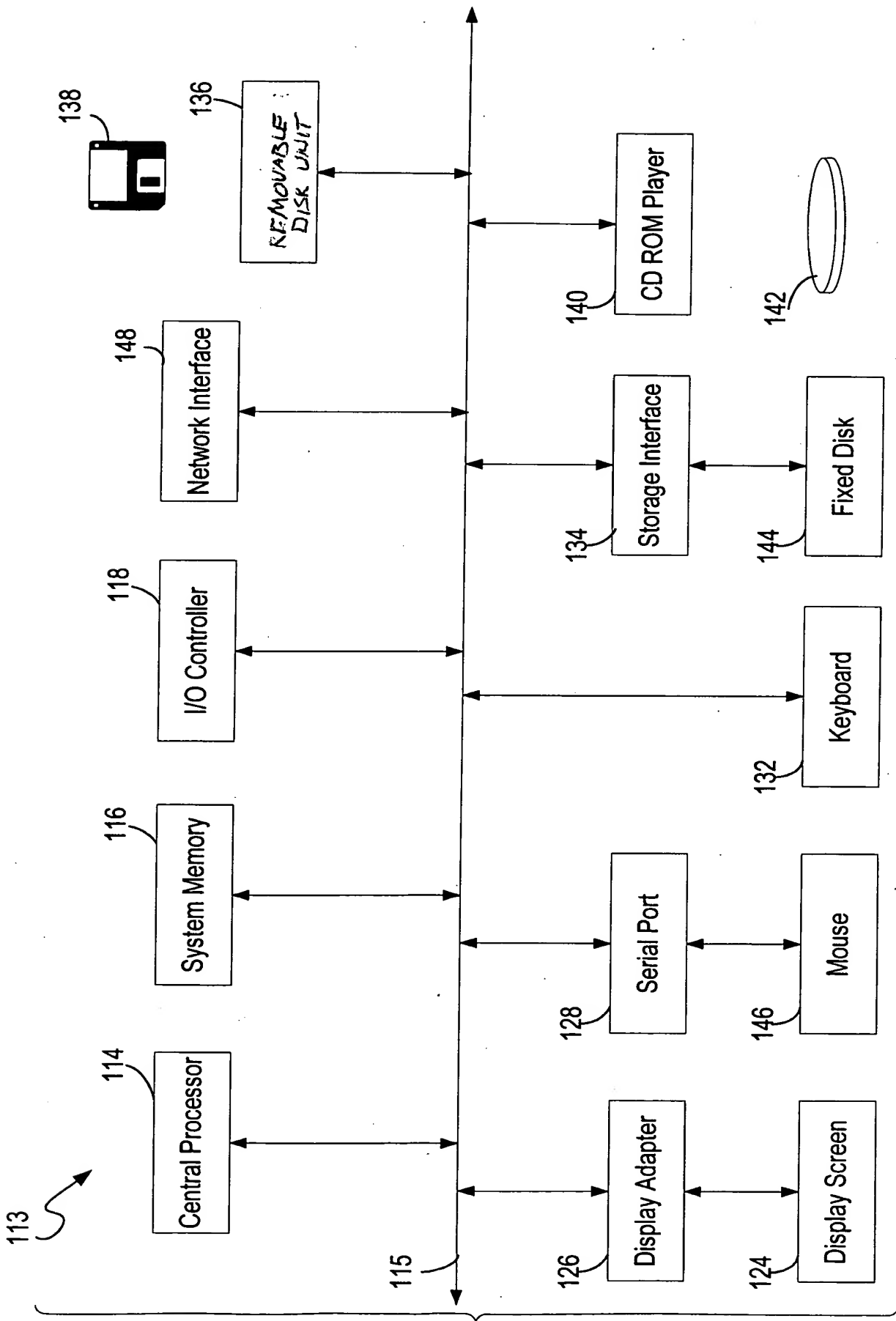


FIG. 1B

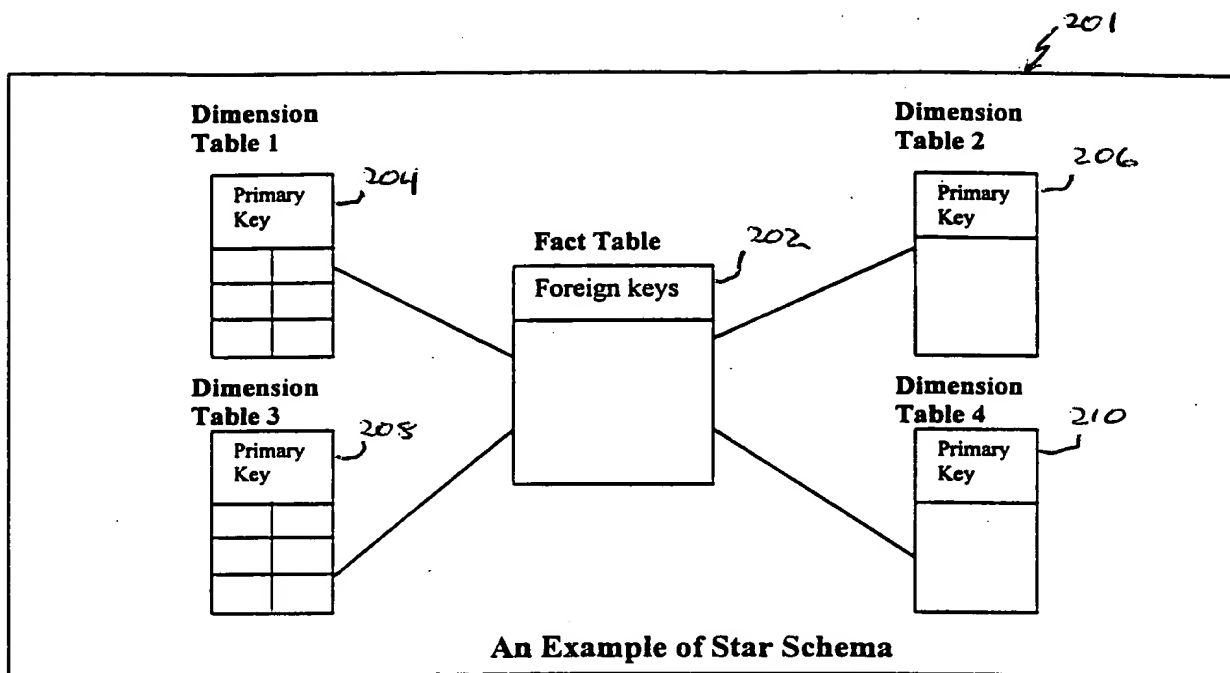


Fig. 2A

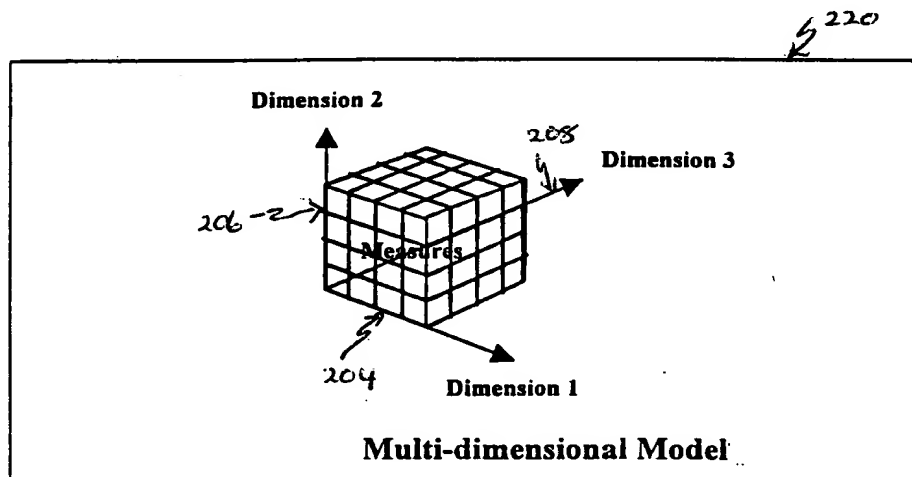


Fig. 2B

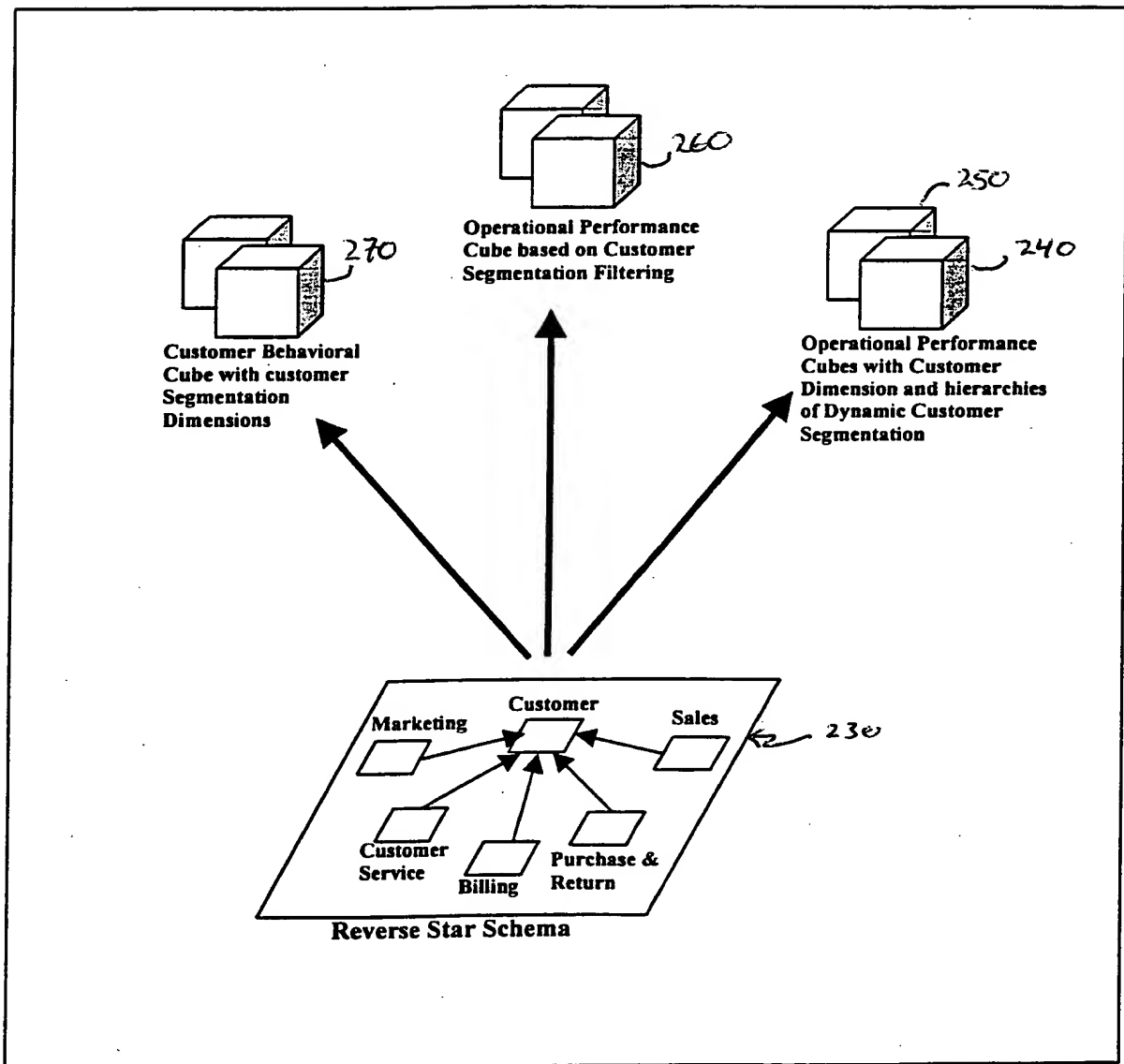


Fig. 2C

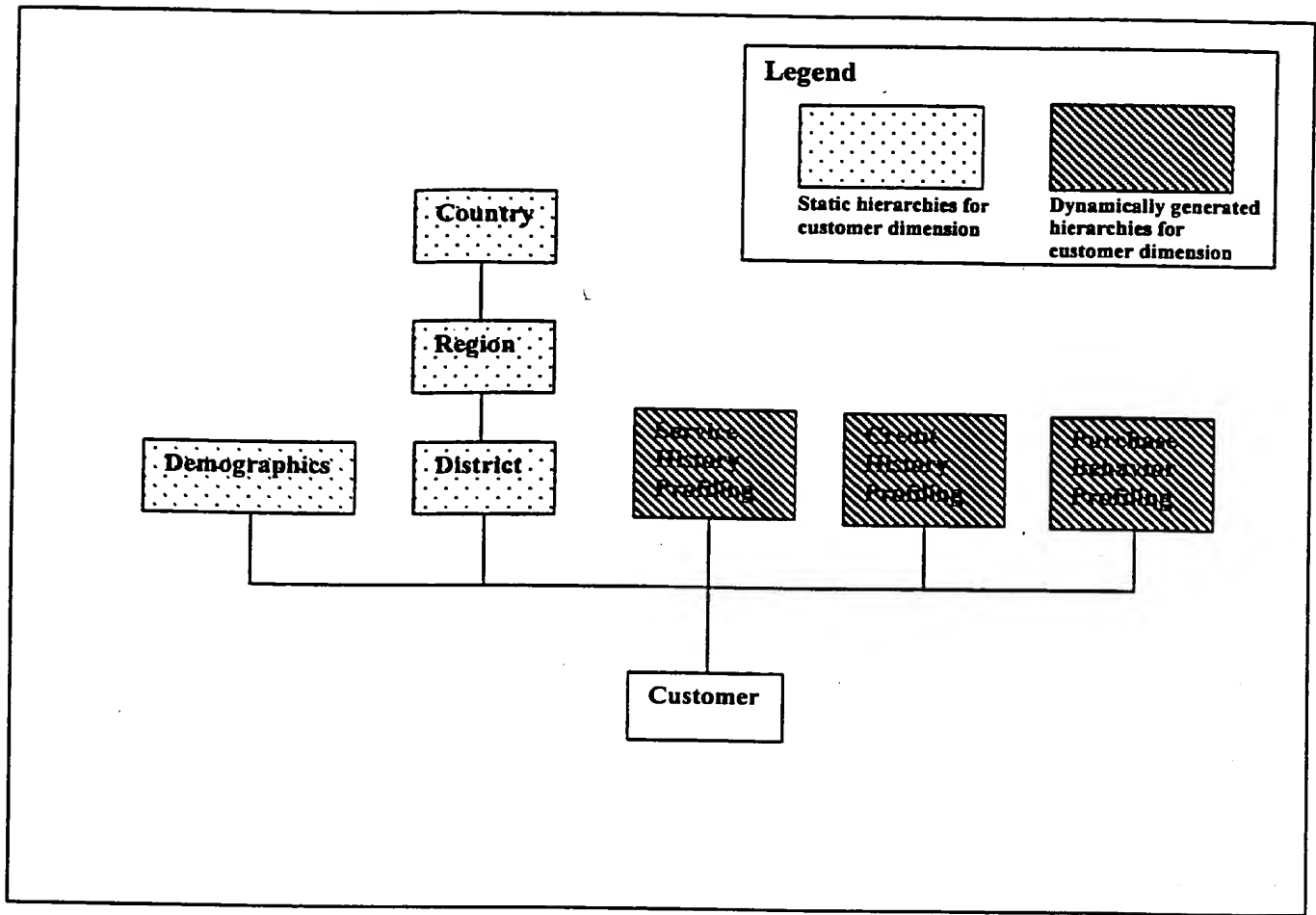


Fig. 2D

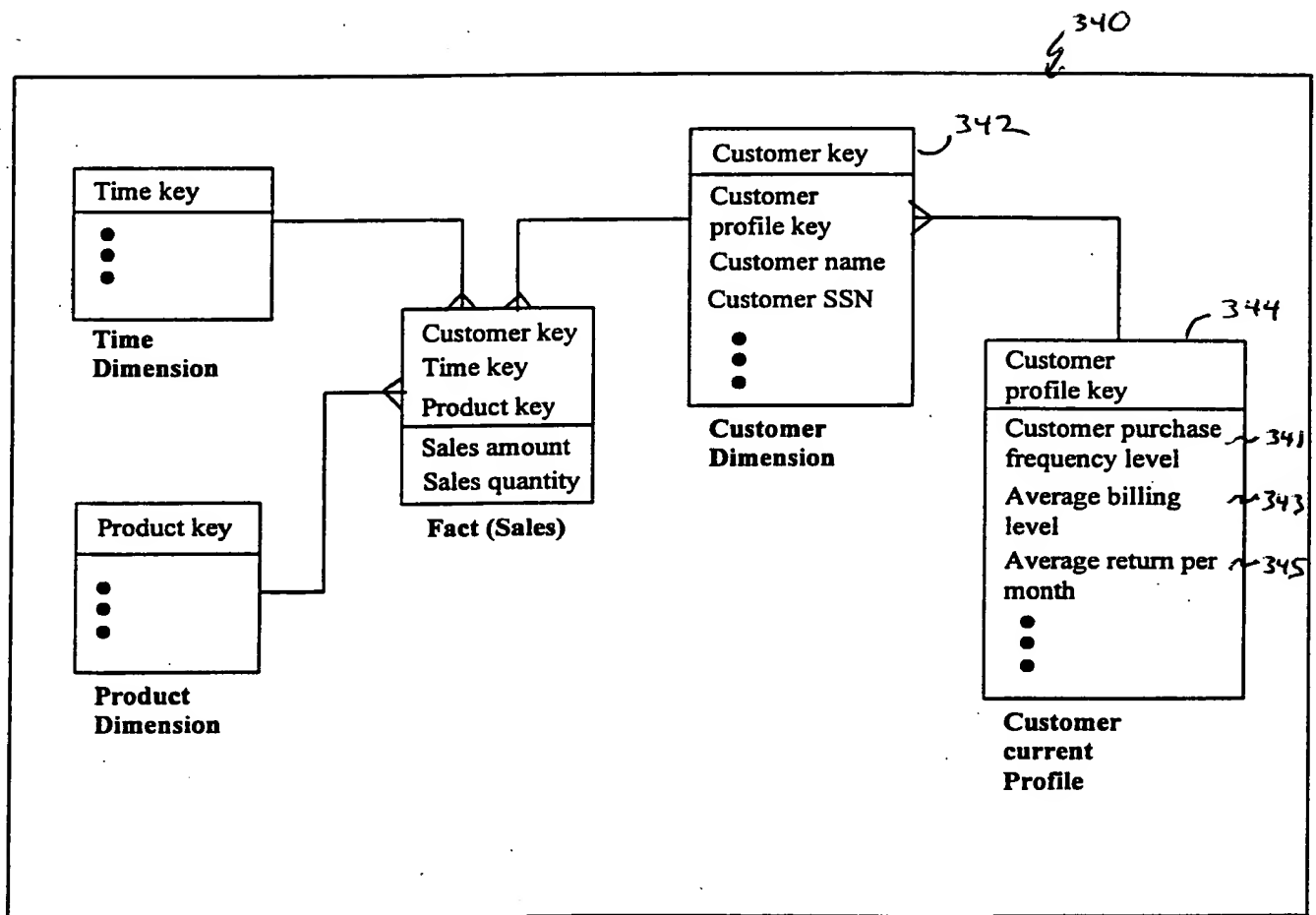


Fig. 3A

350

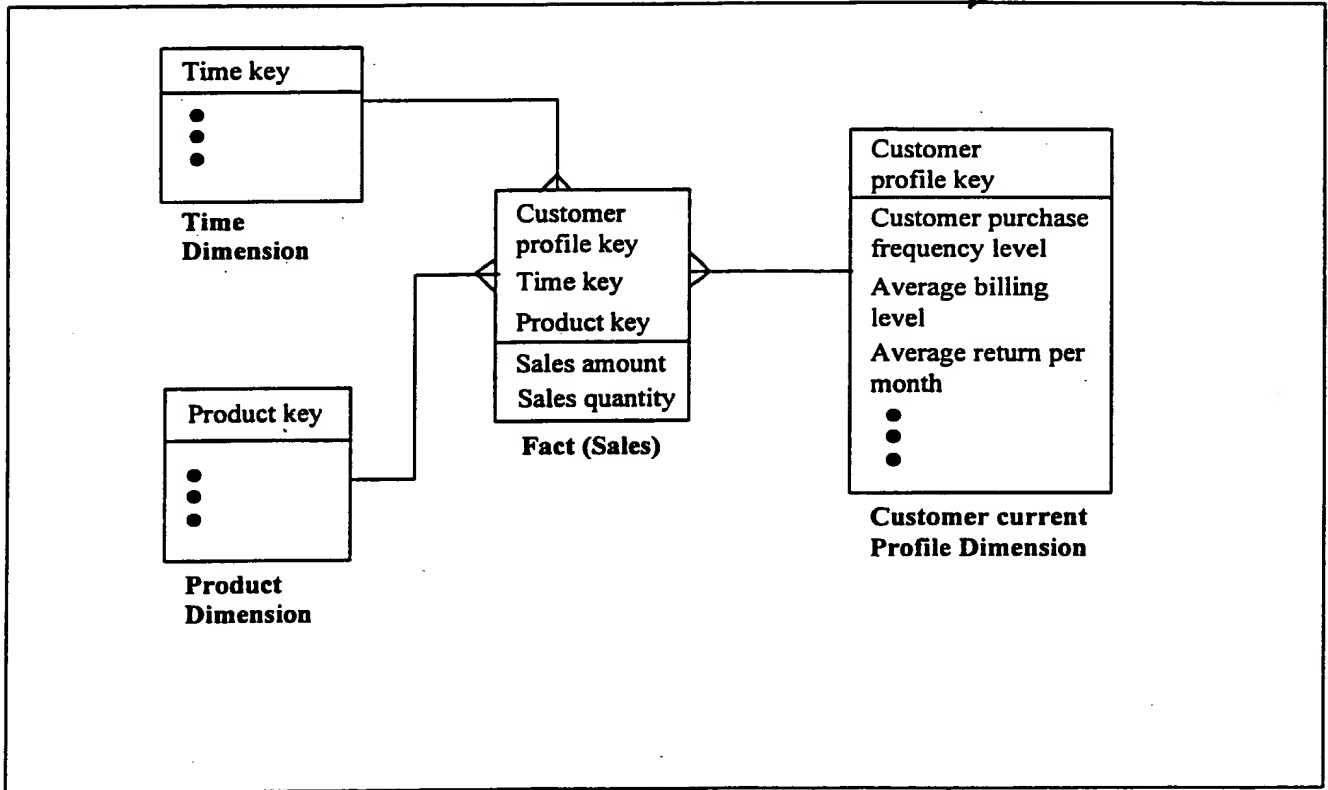


Fig. 3B

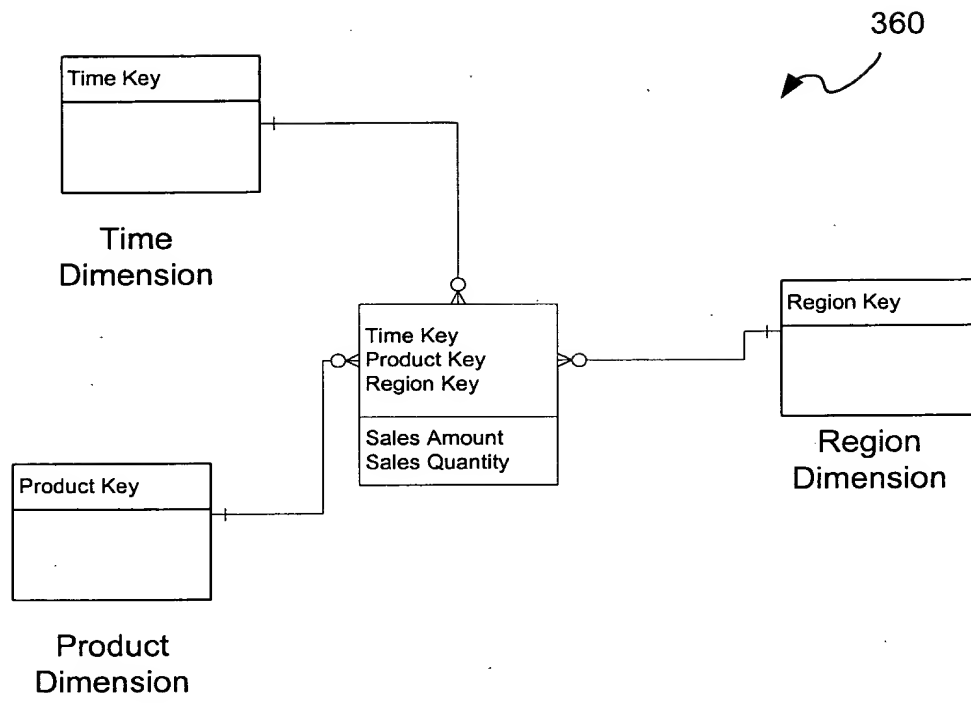


Fig. 3C



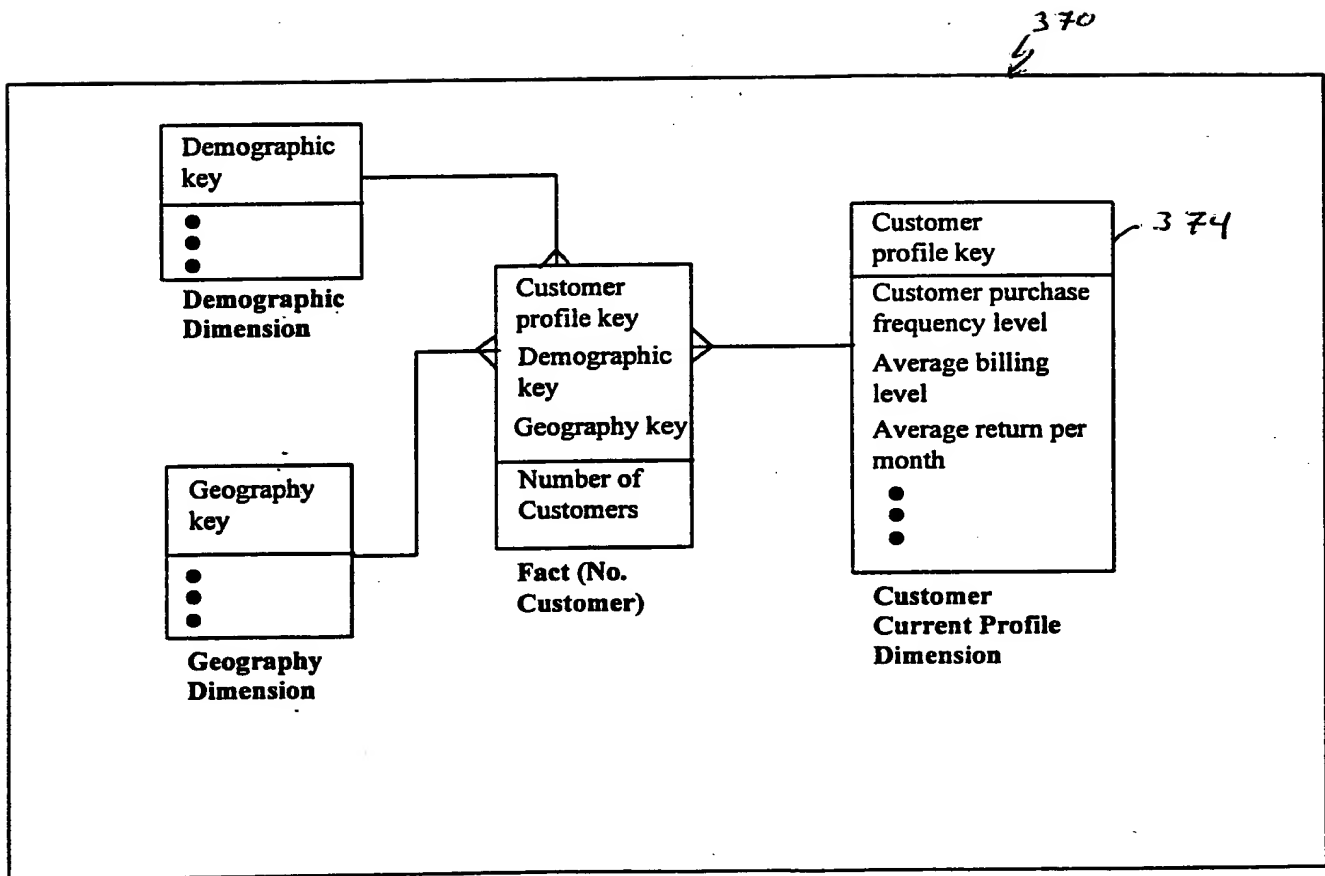


Fig. 3D

[illegible]

EX1:

10th ↗



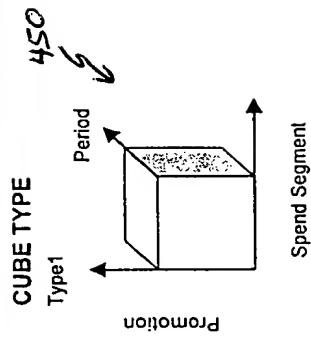
5405

**More Months**

Fig. 4A

**EX2: DESCRIPTION**

<b>Dimensions:</b> .Customer .Time .Promotion	<b>Elements:</b> .Spend Segment .Period .Promotion
<b>B-measures:</b> Avg. spend amount	<b>Formula:</b> $\frac{\text{sum}(\text{purch\_amt})}{\text{count}(\text{trans})}$



## REPORT LAYOUT

[illegible]

Fig. 4B

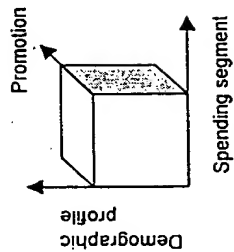
Fig. 4C

### EX 4: DESCRIPTION

<b>Dimensions:</b> Customer Promotion	<b>Elements:</b> .Spend Segment .Demographic Profile .Promotion
<b>B-measures:</b> Count of Customer	<b>Formula:</b> count(cust_key)

## CUBE TYPE

### Type 3



## REPORT LAYOUT

Christmas Promotion				Count of customers	
Age	Gender	Gold	Silver	Copper	
25-34	Male				
25-34	Female				
35-44	Male				
35-44	Female				
45-54	Male				
45-54	Female				
55-64	Male				
55-64	Female				
65+	Male				
65+	Female				

More Promotions

Fig. 4D

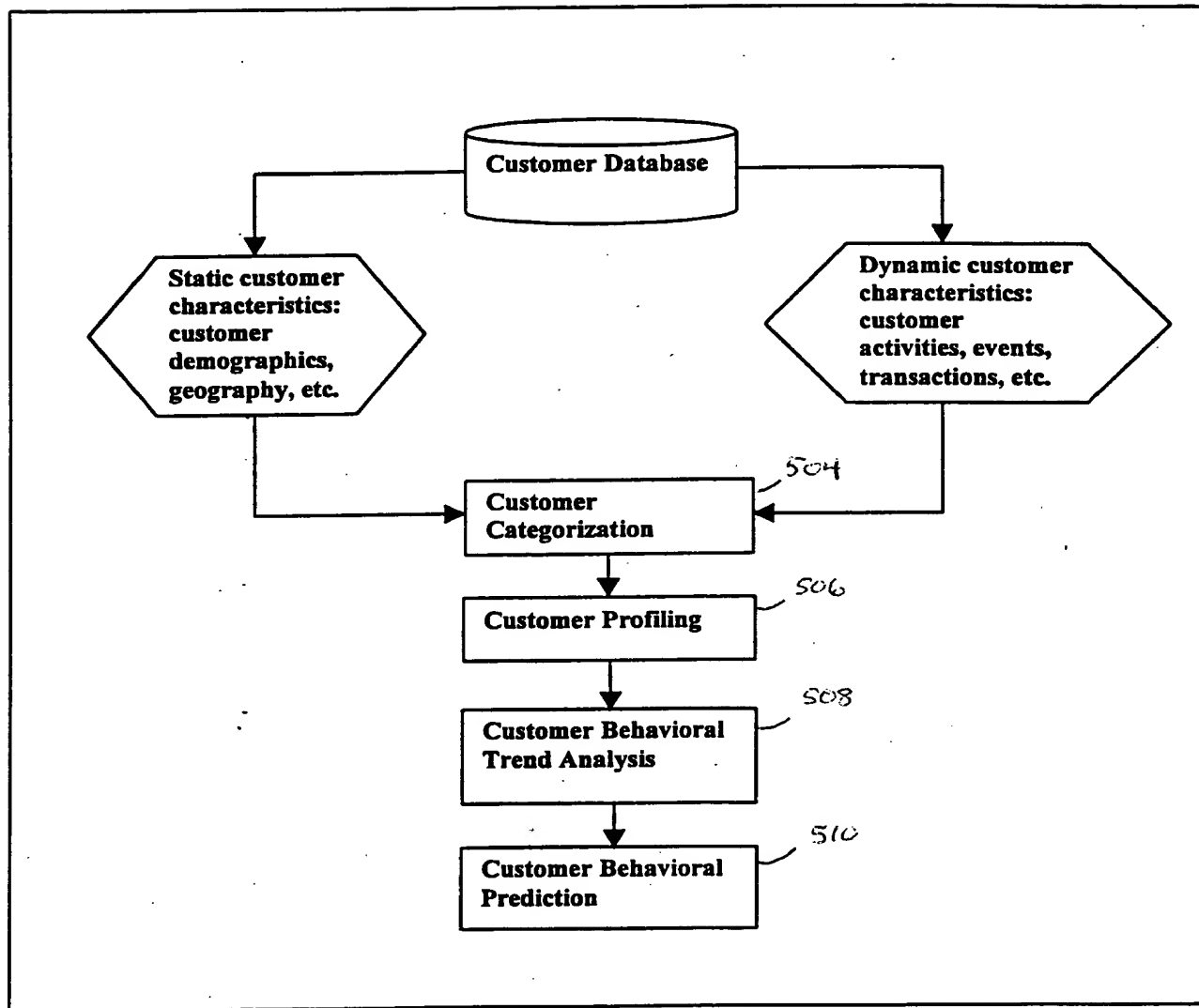


Fig. 5A

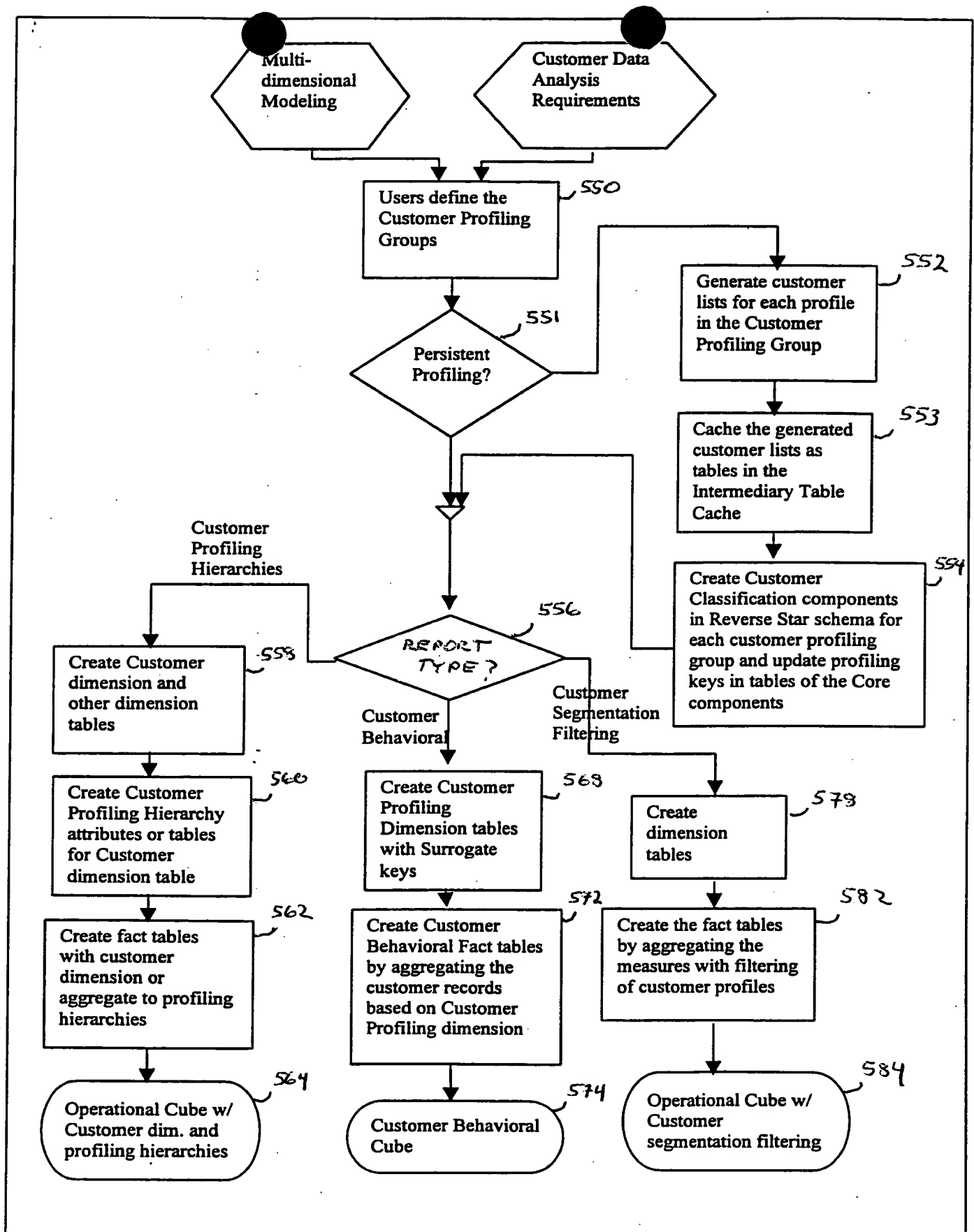


Fig. 56

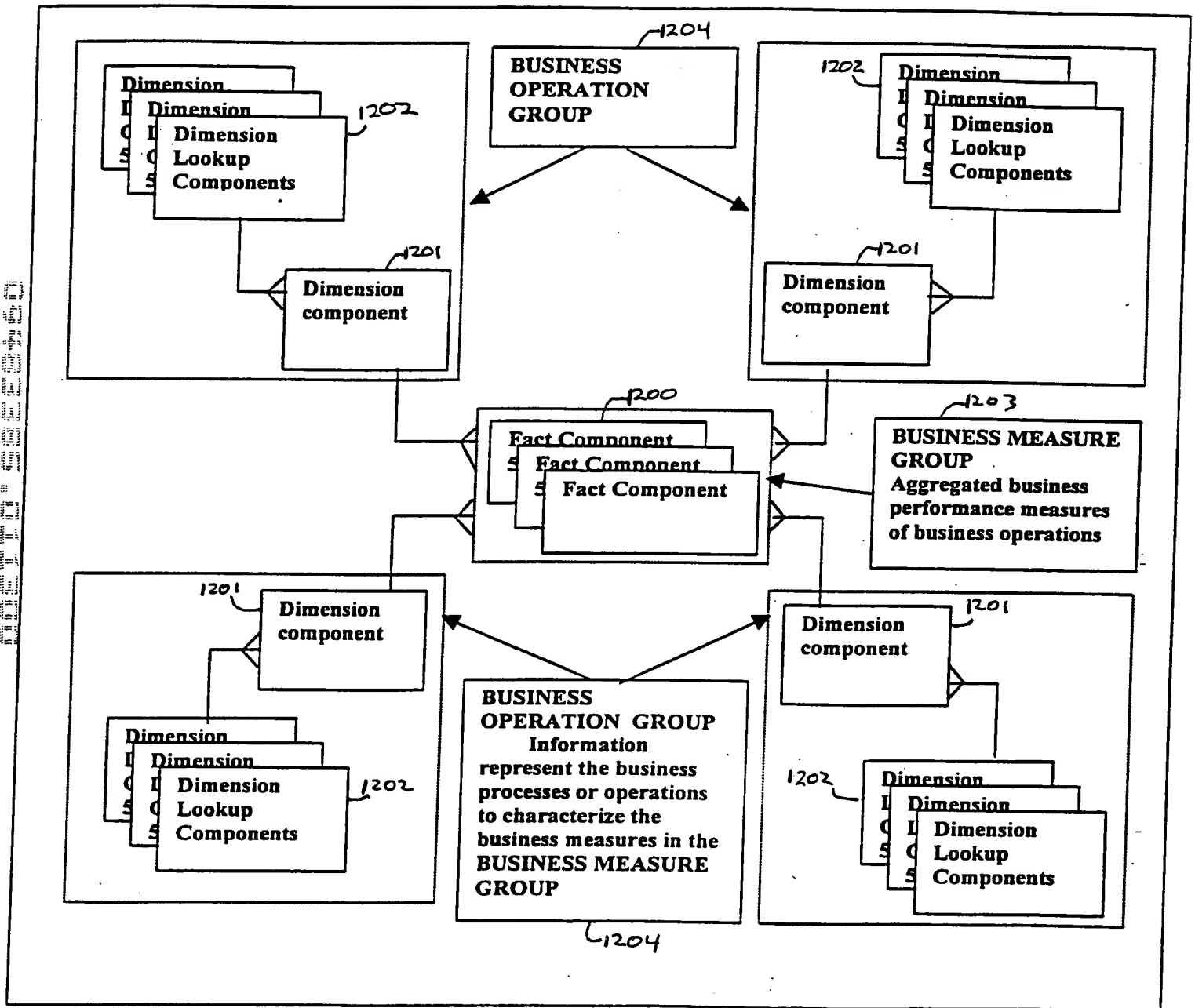


Fig. 6A



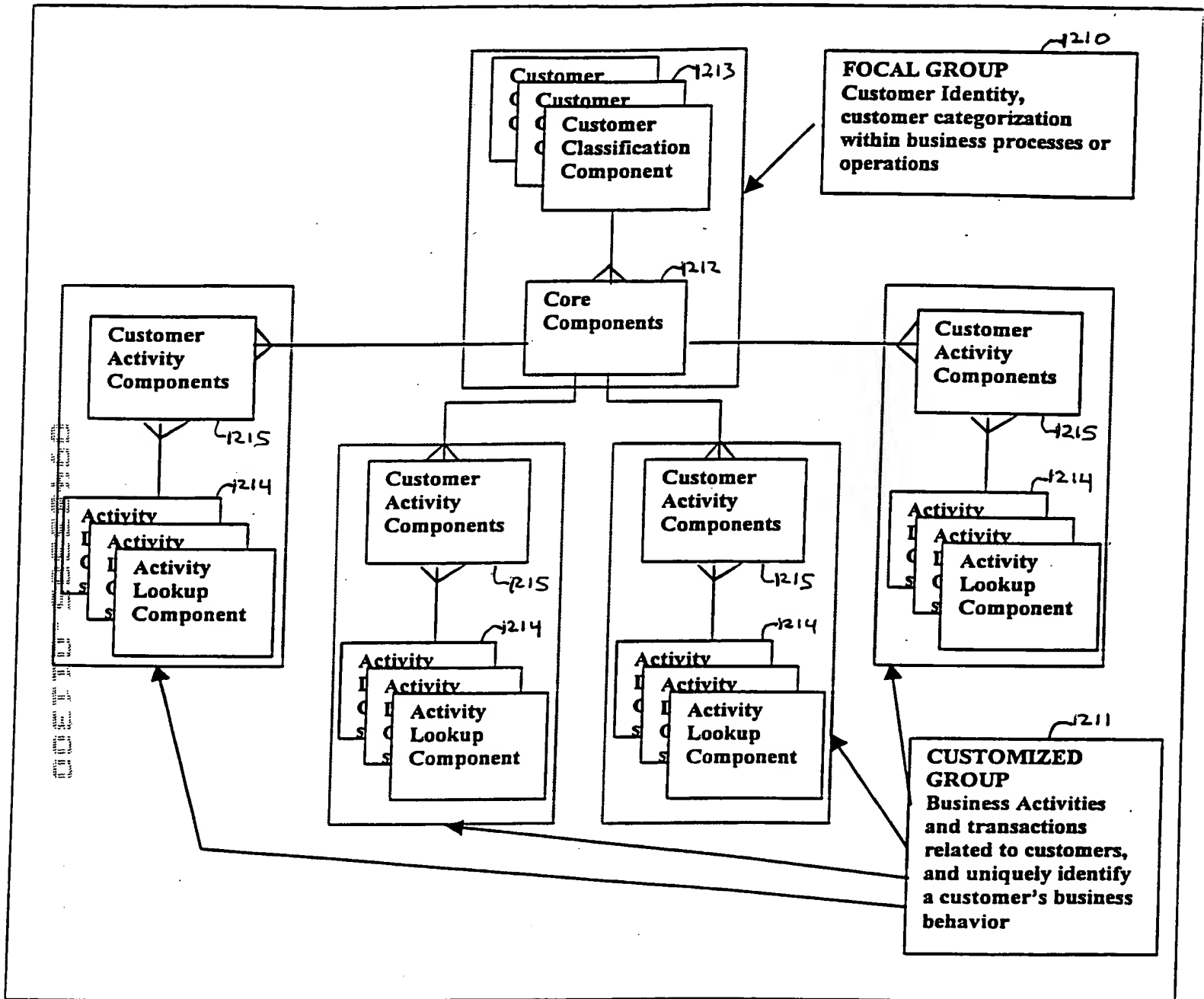


Fig. 6B

FIG. 6C is a block diagram of a system architecture. The diagram shows a central 'CORE COMPONENTS' block (1212) containing 'CC1: Customer' and 'CC 2'. This core is surrounded by 'CUSTOMER CLASSIFICATION COMPONENTS' (1213) including 'CCC1', 'CCC2', and 'CCC3'. A 'FOCAL GROUP' (1210) is also shown. Below the core are 'CUSTOMER ACTIVITY COMPONENTS' (1215) including 'CAC1', 'CAC2', 'CAC3', and 'CAC4'. 'CAC1' and 'CAC2' are part of 'ACTIVITY LOOKUP COMPONENTS' (1214). 'CAC3' and 'CAC4' are part of 'CUSTOMIZED GROUPS' (1211). Each activity component contains 'Pre-defined attributes' and 'User-defined attributes' or 'User-defined entity and attributes'.

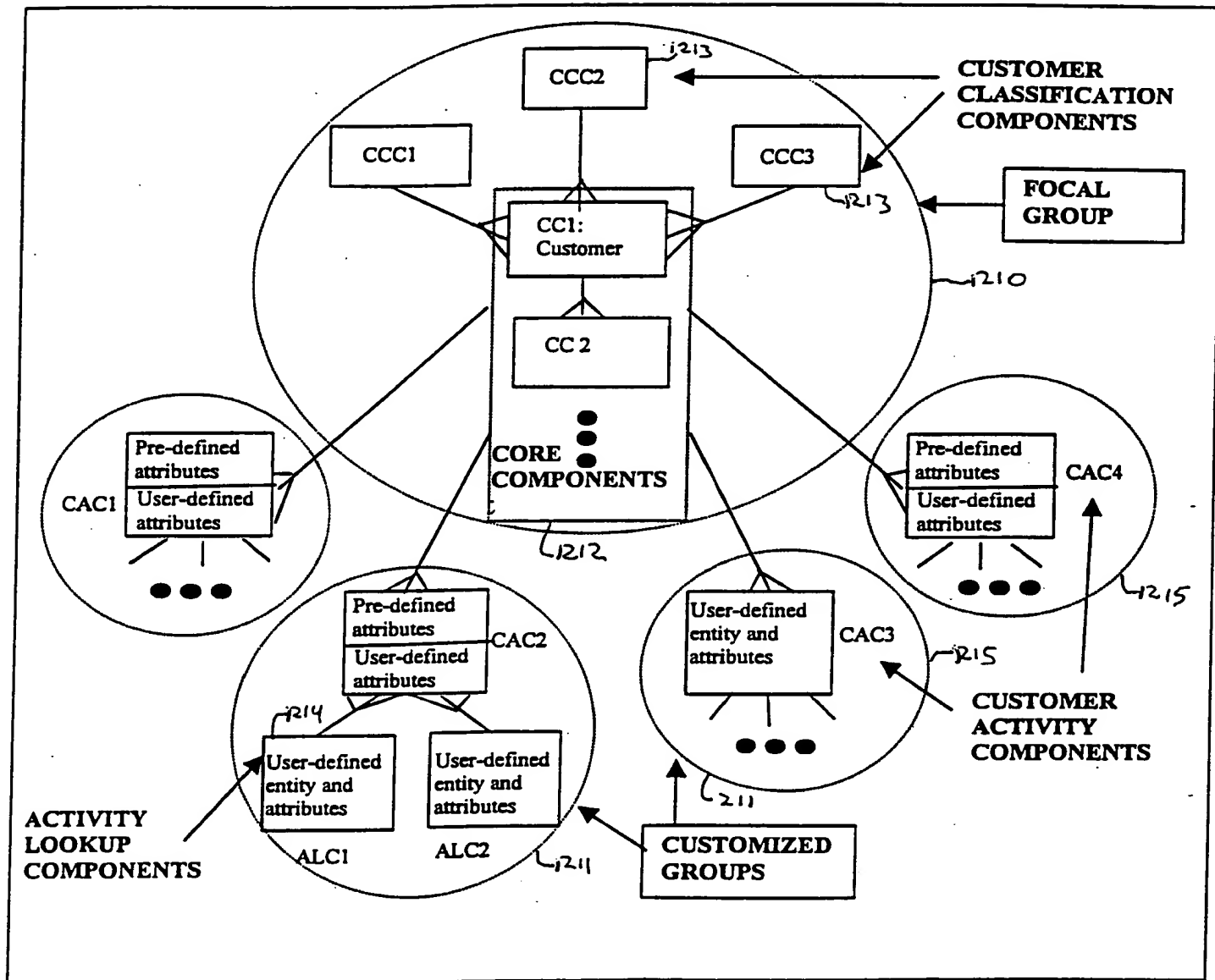


Fig. 6C

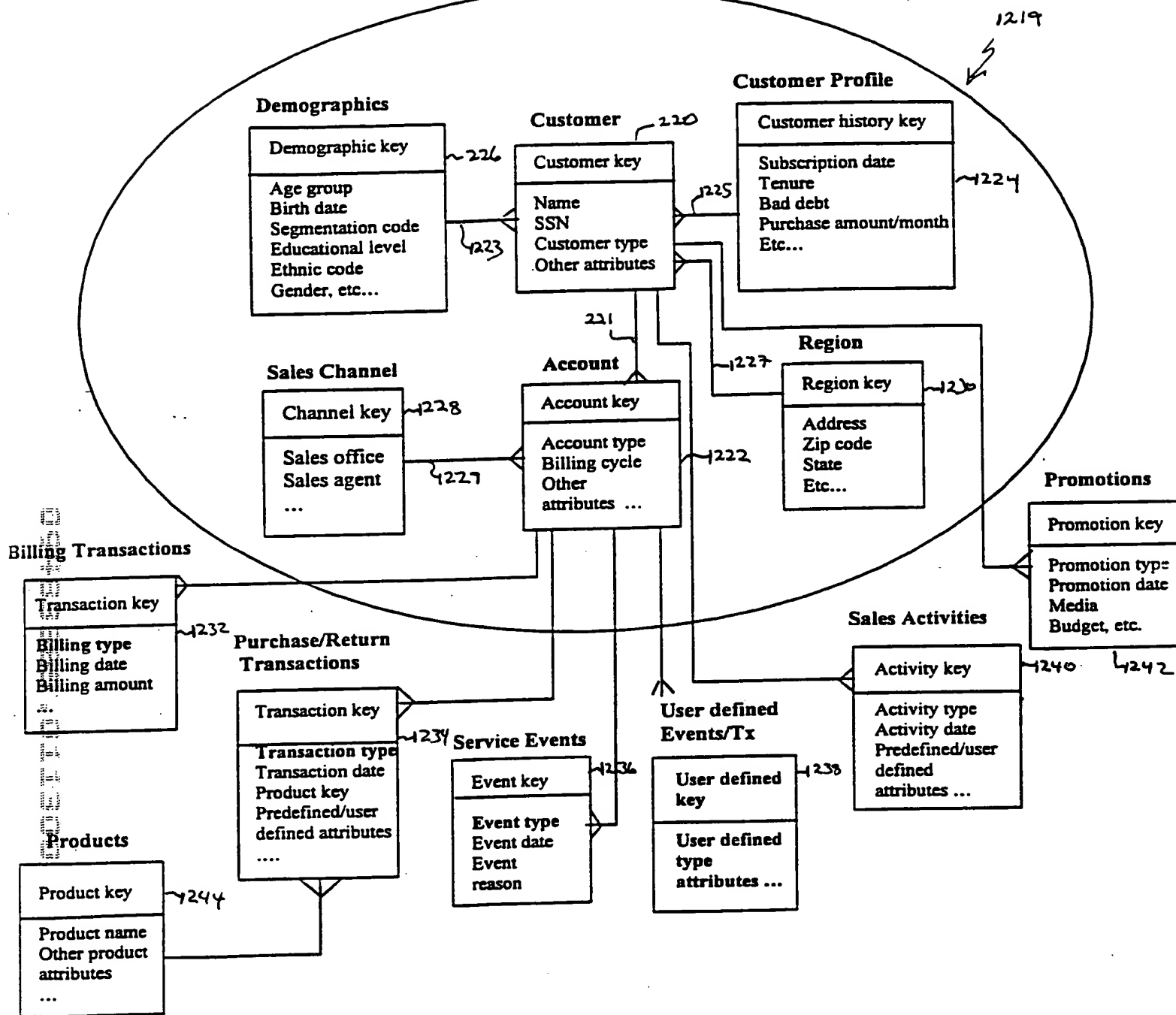


Fig. 6D